Orders

Order / Rev:

Alt Order #:

06832080

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

09/26/12 - 10/02/12

Original Date / Rev:

Order Type:

07/18/12 / 10/01/12 **GENERAL** 

Primary AE:

Sales Office:

Sales Region:

KSNV

Amy McCreary

**BLPHI** 

National

Agency

Name:

Strategic Media Services, Inc.

**Buying Contact:** 

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:05:00

Advertiser

Name:

Priority:

Demographic:

Product Codes:

Revenue Codes:

A35+

PLC01

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

| Dill I Iall |          |         |              |             |
|-------------|----------|---------|--------------|-------------|
| Start Date  | End Date | # Spots | Gross Amount | Net Amount  |
| 08/27/12    | 09/30/12 | 82      | \$52,120.00  | \$44,302.00 |
| 10/01/12    | 10/02/12 | 44      | \$24 100 00  | \$20,485,00 |

## Totals

| Month          | # Spots | Gross Amount | Net Amount  | Rating |
|----------------|---------|--------------|-------------|--------|
| September 2012 | 82      | \$52,120.00  | \$44,302.00 | 0.00   |
| October 2012   | 44      | \$24,100.00  | \$20,485.00 | 0.00   |
| Totals         | 126     | \$76,220.00  | \$64,787.00 | 0.00   |

## **Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KSNV        | 29%   | \$76,220.00  |
| Market      | 100%  | \$262,827.59 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 26%   | \$68,335.17 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 18%   | \$47,308.97 |
| KTUD              | 1%    | \$2,628.28  |
| KVVU              | 24%   | \$63,078.62 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 2%    | \$5,256.55  |

| - | Ln  | Ch          | Start    | End      | Inventory Code      | Break   | Start/End Ti | me Days | Len Spot | s | Rate Pri  | Rtg Type | Spots | Amount     |
|---|-----|-------------|----------|----------|---------------------|---------|--------------|---------|----------|---|-----------|----------|-------|------------|
| • | Ë 1 | KSNV        | 09/26/12 | 09/28/12 | M-F 5-6a WakeUp w/\ | Væ@M    | 5-6a         | WTF     | :30      | 6 | \$185.002 | 0.00 NM  | 6     | \$1,110.00 |
|   |     |             |          |          | M-F 5-6a WakeUp w/  | Nagners |              |         |          |   |           |          |       |            |
|   |     | NEWS        |          |          |                     |         |              |         |          |   |           |          |       |            |
|   |     | <u>Star</u> | t Date E | End Date | Weekdays Spo        | ts/Week | <u>Rate</u>  | Rating  |          |   |           | Į.       |       |            |

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KSNV

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Order / Rev:

104404

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832080

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/26/12 - 10/02/12

Estimate:

Ch En Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 1 KSNV 09/26/12 09/28/12 M-F 5-6a WakeUp w/WaQM 5-6a --WTE---:30 \$185,002 0.00 NM 6 \$1,110.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 --WTF--\$185.00 0.00 6 KSNV 10/01/12 10/02/12 M-F 5-6a WakeUp w/WaQM MT----:30 \$300.002 0.00 NM \$1,200.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$300.00 0.00 KSNV 10/01/12 10/02/12 M-F 6-7a WakeUp w/WaQM 6-7a MT----:30 4 \$450,002 0.00 NM \$1.800.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays 1 1 2 1 Spots/Week Rate Rating Week: 10/01/12 10/07/12 MT----\$450.00 0.00 M-F 6-7a WakeUp w/Wa@M E 4 KSNV 09/26/12 09/28/12 6-7a --WTE--:30 6 \$450.002 0.00 NM 6 \$2,700.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 09/24/12 09/30/12 -WTF--\$450.00 6 0.00 KSNV 09/26/12 09/28/12 **Today Show** CM 658a-9am ---WTF--:30 \$550.002 0.00 NM 6 \$3,300.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 --WTF--\$550.00 0.00 E 6 KSNV 10/01/12 10/02/12 **Today Show** CM 658a-9am MT----:30 \$600.002 0.00 NM \$2,400.00 **Today Show** TODAY Start Date End Date Weekdays Spots/Week Rate Rating MT---10/07/12 Week: 10/01/12 \$600.00 0.00 KSNV 09/26/12 09/28/12 M-F Today Show II 3rd H0M 9-10a --W-F--:30 \$350.001 0.00 NM 2 \$700.00 M-F Today Show II TODAY II Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate Week: 09/24/12 09/30/12 --W-E--2 \$350.00 0.00 Ch Date Range Description Start/End Time <u>Length</u> <u>Weekdays</u> Rate Rtg Type 2 KSNV 09/24/12-09/30/12 M-F Today Show II 3rd Hr :30 (\$350.00) 0.00 NM See MG 8.3 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 09/26/12-09/28/12 M-F Today Show II 3rd Hr 9-10a --W--E---.30 \$350.00 0.00 NM MG for 8.2 09/28 [REVISED RATE TO REINSTATE] E 13 KSNV 10/01/12 10/02/12 Rachael Ray \$225.002 CM 11am-12pm :30 2 MT----0.00 NM 2 \$450.00 Rachael Ray End Date Weekdays Spots/Week Start Date Rate Rating Week: 10/01/12 10/07/12 \$225.00 0.00 E 14 KSNV 09/26/12 09/28/12 Rachael Ray CM 11am-12pm --W-F--:30 2 \$200.002 0.00 NM 2 \$400.00 Rachael Ray RR Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 --W-F--\$200.00 0.00 E 15 KSNV 09/27/12 09/27/12 Rachael Ray CM 11am-12pm :30 2 \$200.002 0.00 NM 2 \$400.00 Rachael Ray RR Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating 09/30/12 Week: 09/24/12 ---T---\$200.00 0.00 E 16 KSNV 09/26/12 09/27/12 Noon News CM 12-1230pm --WT---:30 \$275.002 0.00 NM 2 \$550.00 Noon News **NEWS** Spots/Week Start Date End Date Weekdays Rating <u>Rate</u>

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HELLER FOR SENATE

KSNV

Product Desc:

Flight Dates: 09/26/12 - 10/02/12 Estimate:

06832080

E 28 KSNV 10/01/12 10/02/12

Alt Order #:

Ln Ch Inventory Code Start Fnd Break Start/End Time **Days** Len Spots Rate Pri Rtg Type Spots Amount 09/26/12 09/27/12 12-1230pm E 16 KSNV Noon News CM --WT-30 \$275,002 0.00 NM \$550.00 2 Noon News **NEWS** <u>Weekdays</u> Start Date **End Date** Spots/Week Rate Rating Week: 09/24/12 09/30/12 --WT---\$275.00 0.00 E 17 KSNV 09/28/12 09/28/12 Noon News CM 12-1230pm ---F--:30 \$275.002 0.00 NM 2 \$550.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ---F--\$275.00 0.00 СМ E18 KSNV 10/01/12 10/02/12 Noon News 12-1230pm MT----:30 2 \$275.002 0.00 NM 2 \$550.00 Noon News **NEWS** Weekdays Start Date End Date Spots/Week <u>Rate</u> Rating 10/07/12 MT----Week: 10/01/12 \$275.00 0.00 E 19 KSNV 10/01/12 10/02/12 The Agenda 1230pm CM 1230-1p MT----:30 2 \$225,002 0.00 NM 2 \$450.00 The Agenda 1230pm **AGENDAY** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 10/01/12 10/07/12 \$225.00 0.00 E20 KSNV 09/26/12 09/28/12 The Agenda 1230pm СМ 1230-1p --WTF--:30 3 \$200.002 0.00 NM 3 \$600.00 The Agenda 1230pm **AGENDA** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 --WTF--\$200.00 0.00 E21 KSNV 09/26/12 09/28/12 Days of our Lives 1258p-2pm CM --WTF--:30 \$275.002 0.00 NM 2 \$550.00 Days of our Lives DAYS Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 09/24/12 09/30/12 \$275.00 0.00 E22 KSNV 10/01/12 10/02/12 Days of our Lives CM 1258p-2pm MT----:30 \$275.002 0.00 NM 2 \$550.00 Days of our Lives DAYS Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> MT----\$275.00 Week: 10/01/12 10/07/12 0.00 E 23 KSNV 10/01/12 10/01/12 The Doctors CM 2pm-3pm :30 \$225.002 M-----2 0.00 NM 2 \$450.00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$225.00 0.00 E 24 KSNV 10/02/12 10/02/12 The Doctors CM 2pm-3pm -T----:30 \$225,002 0.00 NM \$225.00 The Doctors DRS Spots/Week Start Date End Date Weekdays Rating Rate Week: 10/01/12 10/07/12 --T-----\$225.00 0.00 E 25 KSNV 09/26/12 09/28/12 The Doctors CM 2pm-3pm --WTF--:30 3 \$175,002 0.00 NM 3 \$525.00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rate Rating 09/30/12 --WTF--Week: 09/24/12 \$175.00 0.00 E 26 KSNV 09/26/12 09/28/12 Dr. Phil CM 3-4p --WTF--:30 3 \$300.002 0.00 NM 3 \$900.00 Dr Phil PHIL. Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -WTF--\$300.00 0,00 E 27 KSNV 10/01/12 10/02/12 Dr. Phil CM 3-4p MT----:30 2 \$300.002 0.00 NM 2 \$600.00 Dr Phil PHII Spots/Week Start Date End Date Weekdays Rating Rate Week; 10/01/12 10/07/12 \$300.00 0.00

CM

4-5pm

MT----

:30

\$450.002

MM 00.0

2

\$900.00

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KSNV

| Ln Ch Start End  |   | Start/End T             | ime Days       | Len Sp | ots | Rate Pri  | Rtg Type S   | Spots | Amount     |
|--|---|-------------------------|----------------|--------|-----|-----------|--------------|-------|------------|
|  | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)      | (4:00 PM-4:30           | 0 PM)          |        |     |           |              |       |            |
| NEWS   | (, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,     | (                       | - · ···,       |        |     |           |              |       |            |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/01/12 10/07/12 | Weekdays Spots/Week                         | <u>Rate</u><br>\$450.00 | Rating<br>0.00 |        |     |           |              |       |            |
| E29 KSNV 09/26/12 09/28/12                                   | NEWS 3 at 4 (1 HOUR)CM                      | 4-5pm                   | WTF            | :30    | 3   | \$350.002 | 0.00 NM      | 3     | \$1,050.00 |
| NEWS   | 4PM NEWS (1 hour)                           | (4:00 PM-4:30           | 0 PM)          |        |     |           |              |       |            |
| Start Date End Date  | Weekdays Spots/Week                         | Rate                    | Rating         |        |     |           |              |       |            |
| Week: 09/24/12 09/30/12                                      | WTF 3                                       | \$350.00                | 0.00           | •      |     |           |              |       |            |
| E 30 KSNV 09/26/12 09/28/12                                  | NEWS 3 at 4 (1 HOUR)CM<br>4PM NEWS (1 hour) | 4-5pm<br>(4:30 PM-5:0   | WTF            | :30    | 3   | \$450.002 | 0.00 NM      | 3     | \$1,350.00 |
| NEWS   | 4FW NEWO (1 Hodi)                           | (4.50 FIVE-5.0          | U FIVI)        |        |     |           |              |       |            |
| Start Date End Date  | Weekdays Spots/Week                         | Rate                    | Rating         |        |     |           |              |       |            |
| Week: 09/24/12 09/30/12<br>E 31 KSNV 10/01/12 10/02/12       | WTF 3<br>NEWS 3 at 4 (1 HOLIR)CM            | \$450.00<br>4-5pm       | 0.00<br>MT     | :30    | 2   | \$450.002 | 0.00 NM      | 2     | \$900.00   |
|  | 4PM NEWS (1 hour)                           | (4:30 PM-5:0            |                | .50    | 2   | Ψ430.002  | 0.00 NW      | 2     | φ900.00    |
| NEWS<br>Start Date End Date                                  | Mankalaya Santa (Manak                      | Dete                    | Detina         |        |     |           |              |       |            |
| Week: 10/01/12 10/07/12                                      | Weekdays Spots/Week MT 2                    | <u>Rate</u><br>\$450.00 | Rating<br>0.00 |        |     |           | 1            |       |            |
| E 32 KSNV 10/01/12 10/02/12                                  | M-F Early News CM                           | 5-630p                  | MT             | :30    | 4   | \$900.002 | 0.00 NM      | 4     | \$3,600.00 |
| NEWS   | M-F Early News                              |                         |                |        |     |           |              |       |            |
| Start Date End Date  | Weekdays Spots/Week                         | <u>Rate</u>             | Rating         |        |     |           |              |       |            |
| Week: 10/01/12 10/07/12                                      | MT 4  | \$900.00                | 0.00           |        |     |           |              |       |            |
| E 33 KSNV 09/26/12 09/28/12                                  | M-F Early News CM M-F Early News            | 5-630p                  | ·WTF           | :30    | 6   | \$725.002 | 0.00 NM      | 6     | \$4,350.00 |
| NEWS   | ·   |                         |                |        |     |           |              |       |            |
| Start Date End Date Week: 09/24/12 09/30/12                  | Weekdays Spots/Week                         | <u>Rate</u><br>\$725.00 | Rating<br>0.00 |        |     |           |              |       |            |
| E 34 KSNV 09/26/12 09/28/12                                  | M-F Jeopardy CM                             | 630-7pm                 | WTF            | :30    | 2   | \$725.002 | 0.00 NM      | 2     | \$1,450.00 |
| JEP  | M-F Jeopardy                                |                         |                |        |     |           |              |       | . ,        |
| Start Date End Date  | Weekdays Spots/Week                         | <u>Rate</u>             | Rating         |        |     |           |              |       |            |
| Week: 09/24/12 09/30/12                                      | WTF 2                                       | \$725.00                | 0.00           |        |     |           |              |       |            |
| E 35 KSNV 10/01/12 10/02/12                                  | M-F Jeopardy CM<br>M-F Jeopardy             | 630-7pm                 | MT             | :30    | 2   | \$750.002 | 0.00 NM      | 2     | \$1,500.00 |
| JEP  | ivi-i scopardy                              |                         |                |        |     |           |              |       |            |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/01/12 10/07/12 | Weekdays Spots/Week                         | <u>Rate</u>             | Rating         |        |     |           |              |       |            |
| E 36 KSNV 10/01/12 10/02/12                                  |   | \$750.00<br>7-730pm     | 0.00<br>MT     | :30    | 2   | \$750.002 | 0.00 NM      | . 2   | \$1,500.00 |
|  | M-F Wheel of Fortune                        |                         |                |        | _   | Ψ. σσ.σσ= | 0.00 1444    | -     | Ψ1,000.00  |
| WHEEL Start Date End Date                                    | Weekdays Spots/Week                         | Rate                    | Rating         |        |     |           | . [          |       |            |
| Week: 10/01/12 10/07/12                                      | MT 2  |                         | 0.00           |        |     |           |              |       |            |
| E37 KSNV 09/26/12 09/28/12                                   |   | 7-730pm                 | WTF            | :30    | 2   | \$725.002 | 0.00 NM      | 2     | \$1,450.00 |
| WHEEL  | M-F Wheel of Fortune                        |                         |                |        |     |           |              |       |            |
| Start Date End Date  | Weekdays Spots/Week                         | <u>Rate</u>             | Rating         |        |     |           |              |       |            |
| Week: 09/24/12 09/30/12                                      | WTF 2                                       | T                       | 0.00           |        |     | ****      | 2 2 2 1 11 4 |       |            |
| E 38 KSNV 09/26/12 09/28/12                                  | Face to Face w/ J.Ralston                   | 730-758pm               | WTF            | :30    | 3   | \$400.002 | 0.00 NM      | 3     | \$1,200.00 |
| FACE   |   |                         |                |        |     |           | ŀ            |       |            |
| <u>Start Date</u> <u>End Date</u><br>Week: 09/24/12 09/30/12 | Weekdays Spots/Week                         | <u>Rate</u><br>\$400.00 | Rating<br>0.00 |        |     |           | ì            |       |            |
| E 39 KSNV 10/01/12 10/02/12                                  |   | 730-758pm               | MT             | :30    | 2   | \$450.002 | 0.00 NM      | 2     | \$900,00   |
| FACE   | Face to Face w/ J.Ralston                   |                         |                |        |     |           |              |       |            |
| Start Date End Date  | Weekdays Spots/Week                         | Rate                    | Rating         |        |     |           |              |       |            |
| Week: 10/01/12 10/07/12                                      | MT 2  | \$450.00                | 0.00           |        |     |           |              |       |            |
| E 40 KSNV 10/01/12 10/01/12                                  | СМ  | 11pm-1135p              | m M            | :30    | 1   | \$775.002 | 0.00 NM      | 1     | \$775.00   |

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: HELLER FOR SENATE

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09/26/12 - 10/02/12

Estimate:

| Ln Ch                  | Start                      | End                         | Inventory Code                           |                 | Start/End Ti              | me Days        | Len S | oots | Rate Pri         | Rtg Type        | Spots | Amount     |
|------------------------|----------------------------|-----------------------------|--|-----------------|---------------------------|----------------|-------|------|------------------|-----------------|-------|------------|
|                        |                            |                             | M-F News 3 at Elev<br>M-F News 3 at Elev |                 |                           |                |       |      |                  |                 |       |            |
| NEWS                   |                            |                             |  |                 |                           |                |       |      |                  | r               |       |            |
| <u>Sta</u><br>Week: 10 | art Date<br>/01/12         | End Date<br>10/07/12        | <u>Weekdays</u> <u>S</u><br>M            | Spots/Week<br>1 | <u>Rate</u><br>\$775.00   | Rating<br>0.00 |       |      |                  |                 |       |            |
| E 41 KSNV              |                            |                             | M-F News 3 at Elev                       | en CM           | 11pm-1135pr               |                | :30   | 2    | \$750.002        | 0.00 NM         | 2     | \$1,500.00 |
| NEWO                   |                            |                             | M-F News 3 at Elev                       | ven             |                           |                |       |      |                  |                 |       |            |
| NEWS<br>Sta            | art Date                   | End Date                    | Weekdays S                               | Spots/Week      | Rate                      | Rating         |       |      |                  |                 |       |            |
| Week: 09.              |                            | 09/30/12                    | T  | 2               | \$750.00                  | 0.00           |       |      |                  |                 |       |            |
| E 42 KSNV              | 09/26/1                    | 2 09/28/12                  | The Tonight Show                         | СМ              | 1135p-1237a               | WTF            | :30   | 3    | \$250.002        | 0.00 NM         | 3     | \$750.00   |
| TON \$                 | HOW                        |                             | Tonight Show                             |                 |                           |                |       |      |                  |                 |       |            |
|                        | art Date                   | End Date                    | Weekdays S                               | Spots/Week      | <u>Rate</u>               | Rating         |       |      |                  |                 |       |            |
| Week: 09               |                            | 09/30/12                    | WTF                                      | 3               | \$250.00                  | 0.00           |       |      |                  |                 |       |            |
| E 43 KSNV              | 10/01/1                    | 2 10/02/12                  | The Tonight Show Tonight Show            | СМ              | 1135p-1237a               | MT             | :30   | 2    | \$275.002        | 0.00 NM         | 2     | \$550,00   |
| TON S                  | HOW                        |                             | Tonight Show                             |                 |                           |                |       |      |                  |                 |       |            |
|                        | art Date                   | End Date                    |  | Spots/Week      | Rate                      | Rating         |       |      |                  |                 |       |            |
| Week: 10<br>E 44 KSNV  |                            | 10/07/12                    | MT<br>Mon PR 8-10p                       | CM 2            | \$275.00<br>8-10pm        | 0.00<br>M      | :30   |      | #2.400.002       | 0.00 NM         | 4     | #D 400 00  |
| L44 KONV               | 10/01/1                    | 12 10/01/12                 | Monday Prime 8-10                        |                 | 0-10pm                    | [V]            | .30   | ı    | \$2,400.002      | U.UU INIVI      | 1     | \$2,400.00 |
| VOICE                  |                            |                             | •  | •               |                           |                |       |      |                  |                 |       |            |
| <u>Sta</u><br>Week: 10 | art Date<br>/01/12         | End Date<br>10/07/12        | Weekdays S                               | Spots/Week      | <u>Rate</u><br>\$2,400.00 | Rating<br>0.00 |       |      |                  |                 |       |            |
| E 45 KSNV              |                            | <del> </del>                | Wed PR 9-11p                             | CM              | 9-11pm                    | W              | :30   | 1    | \$2,100.002      | 0.00 NM         | 1     | \$2,100.00 |
|                        |                            |                             | Wednesday Prime                          | 9-11pm          |                           |                |       | •    | <b>4</b> _,      | 0.00 1          | •     | Ψ2,100.00  |
|                        | ORDER                      | End Date                    | Weekdays S                               | Enata/Maak      | Data                      | Dating         |       |      |                  |                 |       |            |
| <u>ى د</u><br>Week: 09 |                            | 09/30/12                    | W  | Spots/Week<br>1 | <u>Rate</u><br>\$2,100.00 | Rating<br>0.00 |       |      |                  |                 |       |            |
| E 46 KSNV              | 09/28/1                    | 2 09/28/12                  | Fri 10-11p                               | СМ              | 10-11pm                   | F              | :30   | 1    | \$2,100.002      | 0.00 NM         | 1     | \$2,100.00 |
| DLINE                  |                            |                             | Friday Prime 10-11                       | pm              |                           |                |       |      |                  |                 |       |            |
|                        | art Date                   | End Date                    | Weekdays S                               | Spots/Week      | Rate                      | Rating         |       |      |                  |                 |       |            |
| Week; 09               |                            | 09/30/12                    | F  |                 | \$2,100.00                | 0.00           |       |      |                  |                 |       |            |
| E 47 KSNV              | 09/29/1                    | 12 09/30/12                 | Sa-Su News 3 at E                        |                 | 11pm-1135pr               | nSS            | :30   | 1    | \$750.002        | 0.00 <b>N</b> M | 1     | \$750.00   |
| NEW\$                  |                            |                             | Sa-Su News 3 at E                        | leven           |                           |                |       |      |                  |                 |       |            |
|                        | art Date                   | End Date                    |  | Spots/Week      | <u>Rate</u>               | Rating         |       |      |                  |                 |       |            |
| Week: 09               |                            | 09/30/12                    | SS                                       | 1               | \$750.00                  | 0.00           |       |      | *****            | 0.00.104        |       |            |
| E49 KSNV               | 09/29/1                    | 12 09/29/12                 | SIGN ON-SIGN OF<br>ROS                   | F CM            | 5a-459a<br>(5:00 AM-6:00  | S-<br>(AM)     | :30   | 1    | \$325.002        | 0.00 NM         | 1     | \$325.00   |
| SAT TO                 | ODAY                       |                             |  |                 | ,                         | ,              |       |      |                  |                 |       |            |
|                        | art Date                   | End Date                    | Weekdays S                               | Spots/Week      | Rate                      | Rating         |       |      |                  |                 |       |            |
| Week: 09<br>F 51 KSNV  |                            | 09/30/12                    | Sa-Su Early News                         | CM              | \$325.00<br>5pm-630pm     | 0.00           | :30   | 2    | \$350.002        | 0.00 NM         | 2     | \$700.00   |
|                        |                            |                             | Sa-Su Early News                         | •               | op coop.                  |                | ,00   | _    | <b>4</b> 000.002 | 0.00 11141      | _     | ψ/00.00    |
| NEWS                   |                            | Cad Data                    | Modelman                                 | Snata (Micale   | D-1-                      | Detine         |       |      |                  |                 |       |            |
| <u>ي ج</u><br>Week: 09 | <u>art Date</u><br>1/24/12 | <u>End Date</u><br>09/30/12 | <u>Weekdays</u><br>S-                    | Spots/Week<br>2 | <u>Rate</u><br>\$350,00   | Rating<br>0.00 |       |      |                  |                 |       |            |
|                        |                            |                             | Weekend Jeopardy                         | /Whe@M          | 630-730pm                 | s-             | :30   | 1    | \$350.002        | 0.00 NM         | 1     | \$350.00   |
| JEP/W                  | HEEI                       |                             | WKND Jeop/Whee                           | ıl              |                           |                |       |      |                  |                 |       |            |
|                        | art Date                   | End Date                    | Weekdays S                               | Spots/Week      | <u>Rate</u>               | Rating         |       |      |                  |                 |       |            |
| Week: 09               | /24/12                     | 09/30/12                    | S-                                       | 1               | \$350.00                  | 0.00           |       |      |                  |                 |       |            |
| E 53 KSNV              | 09/29/                     | 12 09/29/12                 | Saturday Night Live                      |                 | 1130pm-1:02               | amS-           | :30   | 1    | \$750.002        | 0.00 <b>N</b> M | 1     | \$750.00   |
| SNL                    |                            |                             | Saturday Night Liv                       | Ð               |                           |                |       |      |                  |                 |       |            |
| <u>St</u>              | art Date                   | End Date                    |  | Spots/Week      | <u>Rate</u>               | Rating         |       |      |                  |                 |       |            |
| Week: 09               |                            | 09/30/12                    | S-                                       | 1               | \$750.00                  | 0.00           | .00   | ,    | 0425 525         | 0.00.11         |       | <b>***</b> |
| E 54 KSNV              | U9/30/                     | 12 09/30/12                 |  | СМ              | 6a-7a                     | S              | :30   | 1    | \$185.002        | 0,00 NM         | 1     | \$185.00   |

Print Date: 10/02/12 08:32:47

**KSNV** 

Page 6 of 6

Order / Rev:

104404

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#: Flight Dates: 06832080

09/26/12 - 10/02/12

Product Desc:

HELLER FOR SENATE

Estimate:

|                           |               |                      |                                      |                 | Start/End T               | ime Days              |       | Spots |                                       | Rtg Type   | орого | Amount         |
|---------------------------|---------------|----------------------|--------------------------------------|-----------------|---------------------------|-----------------------|-------|-------|---------------------------------------|------------|-------|----------------|
|                           |               |                      | News 3 Sunrise -<br>News 3 Sunrise 5 |                 |                           |                       |       |       |                                       |            |       | <del></del>    |
| NEWS                      |               |                      | News 3 Sumse c                       | DUNDAT          |                           |                       |       |       |                                       |            |       |                |
|                           | Date          | End Date             | Weekdays                             | Spots/Week      | Rate                      | Rating                |       |       |                                       |            |       |                |
| Week: 09/2                | 4/12          | 09/30/12             | S                                    | 1               | \$185.00                  | 0.00                  |       |       |                                       |            |       |                |
| E 56 KSNV                 | 09/30/12      | 2 09/30/12           | Meet the Press                       | CM              | 8a-9am                    | S                     | :30   | 1     | \$1,900.002                           | 0.00 NM    | 1     | \$1,900.00     |
| MTD                       |               |                      | Meet the Press                       |                 |                           |                       |       |       |                                       |            |       |                |
| MTP                       | Date          | End Date             | Weekdays                             | Spots/Week      | Rate                      | Rating                |       |       |                                       |            |       |                |
| Week: 09/2                |               | 09/30/12             | <u>vveekdays</u>                     |                 | \$1,900.00                | 0.00                  |       |       |                                       |            |       |                |
| E 59 KSNV                 |               |                      | NFL Pre-Game /                       |                 | 1p-530pm                  | S                     | :30   | 1     | \$1,600.002                           | 0.00 NM    | 1     | \$1,600.00     |
|                           |               | <del>- ,</del>       | NFL Pre-Game                         |                 | , p p                     | _                     |       | ·     | <b>4</b> 1,2001102                    | 0.00       | ,     | Ψ1,000.00      |
| FNIA                      |               |                      |                                      |                 |                           |                       |       |       |                                       |            | •     |                |
|                           | : Date        | End Date             | <u>Weekdays</u>                      | Spots/Week      | <u>Rate</u>               | <u>Rating</u>         |       |       |                                       |            |       |                |
| Week: 09/2                |               | 09/30/12             | \$                                   |                 | \$1,600.00                | 0.00                  |       |       |                                       |            |       |                |
| E 60 KSNV                 | 09/30/12      | 2 09/30/12           | NFL Football                         | CM              | 1P-9PM                    | S                     | :30   | 1     | \$8,000.002                           | 0.00 NM    | 1     | \$8,000.00     |
| SNF                       |               |                      | NEL POOLDAII                         |                 |                           |                       |       |       |                                       |            |       |                |
|                           | Date          | End Date             | Weekdays                             | Spots/Week      | Rate                      | Rating                |       |       |                                       |            |       |                |
| Week: 09/2                | <b>4/</b> 12  | 09/30/12             | s                                    | 1               | \$8,000.00                | 0.00                  |       |       |                                       |            |       |                |
| E 61 KSNV                 | 09/30/12      | 2 09/30/12           | NFL End of Game                      | BreakCM         | 1p-9p                     | S                     | :30   | 1     | \$6,500.002                           | 0.00 NM    | 1     | \$6,500.00     |
|                           |               | _                    | NFL End of Gam                       | e Break         |                           |                       |       |       |                                       |            |       |                |
| NFL POS                   |               |                      | 10(1                                 | O., -t- 431t.   | D-4-                      | D. #                  |       |       |                                       |            |       |                |
| Stan<br>Week: 09/2        | : <u>Date</u> | End Date<br>09/30/12 | <u>Weekdays</u><br>S                 | Spots/Week      | <u>Rate</u><br>\$6,500.00 | Rating<br>0.00        |       |       |                                       |            |       |                |
| E 62 KSNV                 |               |                      | Sports Night in La                   | MSeneV a        |                           | 200aS                 | :30   | 1     | \$200.002                             | 0.00 NM    | 1     | \$200.00       |
| LOZ KON                   | 03/00/12      | 2 03/30/12           | Sports Night in La                   | -               | Guil 1100p-1              |                       | .50   | '     | Ψ200.002                              | U.UU INIVI | ı     | <b>φ200,00</b> |
| SPORTS                    | NIGHT         |                      | .,                                   |                 |                           |                       |       |       |                                       |            |       |                |
|                           | <u>: Date</u> | End Date             | <u>Weekdays</u>                      | Spots/Week      | <u>Rate</u>               | Rating                |       |       |                                       |            |       |                |
| Week: 09/2                |               | 09/30/12             | S                                    | 1               | \$200.00                  | 0.00                  | 10. 1 |       |                                       |            |       |                |
| N 63 KSNV                 | 09/26/12      | 2 09/28/12           | Late Night w/Fallo                   |                 | 1237a-136a                | m₩TF                  | :30   | 3     | \$100.002                             | 0.00 NM    | 3     | \$300.00       |
| 64                        |               |                      | Late Night w/Fall                    |                 |                           | 5.41                  |       |       |                                       |            |       |                |
| Stan<br>Week; 09/2        | Date          | End Date<br>09/30/12 | <u>Weekdays</u><br>WTF               | Spots/Week<br>3 | <u>Rate</u><br>\$100.00   | Rating<br>0.00        |       |       |                                       |            |       |                |
| N 64 KSNV                 |               |                      | LAW & ORDER (                        | <del></del>     |                           | / SUNS                | :30   | 1     | \$800.002                             | 0.00 NM    | 1     | \$800.00       |
| NOT KON                   | 00/00/1/      | . 00/00/12           | Law & Order (syr                     |                 | W-OA G-11p                | 700113                | .50   | ,     | φασυ.υυz                              | U.UU INIVI | 1     | φουυ.υυ        |
| Star                      | Date          | End Date             | Weekdays                             | Spots/Week      | <u>Rate</u>               | Rating                |       |       |                                       |            |       |                |
| Week: 09/2                |               | 09/30/12             | S                                    | 1               | \$800.00                  | 0.00                  |       |       |                                       |            |       |                |
| N 65 KSNV                 | 09/26/12      | 2 09/28/12           | The Doctors                          | CM              | 2pm-3pm                   | WTF                   | :30   | 1     | \$175.002                             | 0.00 NM    | 1     | \$175.00       |
|                           |               |                      | The Doctors                          |                 |                           |                       |       |       |                                       |            |       |                |
|                           | <u>Date</u>   | End Date             | <u>Weekdays</u>                      | Spots/Week      | Rate                      | Rating                |       |       |                                       |            |       |                |
| Week: 09/2                |               | 09/30/12             | WTF                                  | 1               | \$175.00                  | 0.00                  |       |       | · · · · · · · · · · · · · · · · · · · |            |       |                |
| N 66 KSNV                 | 10/02/1       | 2 10/02/12           | Tues PR 8-9p                         | СМ              | 8-9pm                     | -T                    | :30   | 1     | \$2,400.002                           | 0.00 NM    | 1     | \$2,400.00     |
| G:                        | LD-/          | H. J.B. (            | Tuesday Prime 8                      | •               | Б.                        | D. I.                 |       |       |                                       |            |       |                |
| <u>Star</u><br>Week: 10/0 | <u>t Date</u> | End Date<br>10/07/12 | <u>Weekdays</u><br>-T                | Spots/Week      | <u>Rate</u><br>\$2,400.00 | <u>Rating</u><br>0.00 |       |       |                                       |            |       |                |
| VV 66K. 10/0              | 1114          | 10/0//12             |                                      | <u> </u>        | ψ <b>∠</b> ,400.00        | 0.00                  |       |       |                                       | Totals .   | 126   | \$76,220.00    |